



# Trade World UTAH

March 2003

## Calendar of Events

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**March 14**  
**12:00-1:30 p.m.**

#### Topic:

**Utah World Trade Association Luncheon**  
Hampton Inn  
10690 Holiday Park Dr., Sandy, UT  
603 East South Temple Street, Salt Lake City  
Jack Woods, the West Coast Regional Sales Manager for the Port Authority from Tacoma, Washington, will make a presentation entitled: The Tacoma advantage and what it means to the Utah Shipper.  
Cost: \$15 (includes catered lunch). Please RSVP by to [utahworldtrade@msn.com](mailto:utahworldtrade@msn.com) or 801/422-8034.

**March 26**  
**12:00-1:30 p.m.**

#### Topic:

**Market Access and Compliance Briefing**  
Sponsored by The Utah World Trade Association  
Hampton Inn  
10690 Holiday Park Dr., Sandy, UT  
603 East South Temple Street, Salt Lake City  
Eric Stewart, the Chief of Staff for the Assistant Secretary of Commerce for Market Access and Compliance of the U.S. Department of Commerce will speak about trade compliance issues and the various government programs available to help level the playing field for U.S. exporters.  
Cost: \$15 (includes catered lunch). Please RSVP by to [utahworldtrade@msn.com](mailto:utahworldtrade@msn.com) or 801/422-8034.

**April 6-18**

**State of Utah Trade Mission to Northern Asia**  
The State of Utah Olympic Office, in cooperation with the State of Utah International Business Development Office, will lead a business development trade mission to Tokyo, Seoul, Beijing and Shanghai, April 6-18, 2003. The trade mission will focus on identifying business partners and investors to help grow Utah's global economy. In Beijing, we will also meet with Beijing City leaders and members of the 2008 Beijing Olympic Organizing Committee.  
For additional information or to register, please contact Darrin Cobler, Director of International Business for Asia, via phone: 801-538-8786 or e-mail: [dcobler@utah.gov](mailto:dcobler@utah.gov)  
For information on any of the 12 State of Utah 2003 Trade Missions, please go to the official State Trade Mission website: <http://www.trademissions.utah.gov>

**May 12-13**

**U.S. Commercial Service International Business Conference: Adapting to a New Global Trade Environment**  
Hyatt Regency Reston Hotel, Reston Town Center  
1800 Presidents Street, Reston, VA  
This event will bring together the American business community and Commerce Department officers from U.S. embassies around the world for two days of briefings, seminars and meetings on international business opportunities and prospects. **See page four of this newsletter for additional information, including cost.**



## TRADE RESOURCES

### GOVERNMENT ASSISTANCE AVAILABLE TO UTAH MANUFACTURERS

Do you ever hear that there are many government assistance programs available to help your business, but have trouble finding them when you need them? One popular, but little known program, is the Trade Adjustment Assistance Program. Thousands of small and medium-sized (SMEs) U.S. manufacturing firms have benefited through this established non-profit manufacturing assistance program. The U.S. Trade Act of 1974 created a special Federal program to help American (SME) manufacturers prosper in an increasingly competitive world. The Trade Adjustment Assistance Program provides qualified manufacturers with resources, including professional business expertise and cost-shared funding, to help them operate more effectively amid global competition.

For Utah area manufacturers, the program is managed by the Rocky Mountain Trade Adjustment Assistance Center (RMTAAC). The RMTAAC is one of 12 such centers across the nation funded by the U.S. Department of Commerce to assist U.S. manufacturers who have been negatively impacted by foreign competition. The RMTAAC is an independent, non-profit organization staffed with experienced business professionals who guide manufacturers through each phase of the program from application to project completion.

Basic parameters for entering the program include declines in sales and employment at least partially due to import competition. The program enables a firm to make improvements to its competitive situation faster and more aggressively than it could on its own. Projects are generally in the areas of manufacturing, engineering, marketing, systems, quality, or finance. Through the program, client manufacturers have received new automated inventory management systems, custom designed web-sites and marketing materials, sales training, new product development assistance, market research, e-commerce systems, production equipment designs, and ISO quality certification. All projects are customized and completed with the assistance of experienced outside service providers engaged on behalf of the client firm.

The RMTAAC currently has a limited number of openings in the program for new clients. If you are interested in learning more about how the Trade Adjustment Assistance Program can help your business compete more effectively, contact the Rocky Mountain Trade Adjustment Assistance Center by telephone at 1-800-677-3791, by e-mail [RMTAAC@Colorado.edu](mailto:RMTAAC@Colorado.edu), or visit us on the web at: <http://www.taacenters.org>. A RMTAAC staff-member will work with any interested manufacturer to assess eligibility and prepare an application free of charge.

### HOTEL SECURITY TIPS

Regardless of where you are traveling (overseas or within the United States), here are ten security points to keep in mind:

- Do not answer the door without verifying who it is. If a person claims to be an employee of the hotel, call the front desk and ask if one of their staff has been sent to your room and for what purpose.
- Keep the door securely closed when you are in your room and use all of the locking devices provided.
- Lock windows, sliding glass doors, and connecting room doors when you are not in your room.
- Do not display large amounts of cash or expensive jewelry in public.
- Do not invite strangers to your room.
- Use the main hotel entrance when returning to your room, especially in the evening. Be observant. Look around the parking lot before exiting a vehicle.
- Do not keep valuables in vehicles.
- Be careful about displaying your guest room key in public, particularly if it has your room number on it. Do not leave your key on tables, by the pool, or any other place where it can be stolen.
- If available, place all valuables in the hotel's safe deposit box at the front desk.
- Immediately report any suspicious activities to the management.



## TRADE RESOURCES

### IPR SECURITY AND PROTECTION

Edited by Dana Cook, Intern, Westminster College

Globalization and the spread of technology have dissolved boundaries and frontiers. It is now possible to obtain information and products in almost every area of the world. The global reach of information has greatly complicated the issues surrounding intellectual property rights (IPR). Many U.S. exporters are concerned about the security of their intellectual property and the global recognition of trademark, copyright, and patent protection. This issue confronts both small to midsize exporters as well as large exporting firms. It is difficult to ensure the security of intellectual property due to the fact that the practices and laws relating to IPR protection vary greatly around the world. While laws in the U.S. are very clearly define this issue, IPR laws in other countries may be ignored or may be non-existent. The Trade Information Center, operated by the Commerce Department's International Trade Administration, does provide a free, valuable resource that covers all aspects of protecting IPR in markets abroad. You can access this information by contacting TIC at [www.export.gov/tic](http://www.export.gov/tic) or 1-800-USA-TRADE.

The World Intellectual Property Organization (WIPO) attempts to create some consensus among differing legal codes. WIPO defines IPR as "creations of the mind: inventions, literary and artistic works, and symbols, names, images, and designs used in commerce." It categorizes intellectual property as one of the following:

- 1) works of authorship, protected under copyright law
- 2) inventions, protected under patent law
- 3) marks, protected under trademark law
- 4) trade secrets, designs, and other related rights

The purpose of IPR is to prevent the unauthorized use of inventions, designs, and ideas. IPR exists to allow the owners of intellectual property to exclude others from its use for a given period of time. The critical issue surrounding IPR is whether those rights are enforceable under the laws of the nations to which you may export. TIC offers some recommendations to secure IPR abroad:

- 1) To secure full IP rights in another country, apply for a patent or register a trademark or copyright in that country
- 2) Determine whether the export-destination country is a signatory to IPR treaties that protect and enforce minimum IP standards ("WIPO Guide to Intellectual Property Worldwide": [www.wipo.int/about-ip/en](http://www.wipo.int/about-ip/en) )
- 3) Decide whether trying to secure international protection for IP outweighs the risk; it may be more important to forego patent protection in order to preserve trade secrets and sensitive information that would be published in the patent process
- 4) In addition to patent protection, protect your company's trade secrets by imposing confidentiality provisions in employment agreements, licensing, marketing, financing, distribution, and joint-venture agreements
- 5) Always secure the services of specialized legal council

In certain instances, civil litigation may be necessary to settle IP conflicts. WIPO is an invaluable resource on international dispute resolution: [www.wipo.int/sme/en](http://www.wipo.int/sme/en)

## UPCOMING EVENTS

### UNIVERSITY OF UTAH 2003 DELEGATION TO CHINA, FEATURING TIBET

You are invited to join the University of Utah Academic Outreach and Continuing Education (AOCE)-sponsored 2003 delegation to China. The overall purpose of this tour is to develop a greater understanding of Chinese and Asian culture and language, especially Tibetan art and culture. Additionally, participants can explore business opportunities or identify people from their field of research. The dynamic two-week trip includes visits to cultural sites in Shanghai, Lhasa, Xigaze, Hangzhou, and Beijing (the site of the 2008 Summer Olympics). Cost, including airfare, meals and lodging, and all transportation inside China is estimated at USD 2,600 per person. For additional information or to register, please contact the AOCE office (telephone: 801/581-5803 or 801/585-3570; e-mail: [travel@continue.utah.edu](mailto:travel@continue.utah.edu)).

***Utah businesses interested in conducting one-on-one meetings with potential partners/representatives on the margins of this trip should contact the U.S. Department of Commerce's Salt Lake City Export Assistance Center (tel: 801/524-5116 or e-mail: [David.Fiscus@mail.doc.gov](mailto:David.Fiscus@mail.doc.gov)).***

### WASHINGTON, DC CONFERENCE: "ADAPTING TO A NEW GLOBAL TRADE ENVIRONMENT"

The conference, "Adapting to a New Global Trade Environment" from May 12-13 in Reston, Virginia will bring together the American business community and Commerce Department officers from U.S. embassies around the world for two days of briefings, seminars and meetings on international business opportunities and prospects. Invited guests include: Donald L. Evans, U.S. Secretary of Commerce; Ambassador Robert Zoellick, U.S. Trade Representative; Congressman Frank R. Wolf, Virginia, 10<sup>th</sup> District; & the Honorable Maria Cino, Assistant Secretary & Director General, U.S. Commercial Service; as well as Commerce Department Senior Commercial officers from 85 countries.

Sign-up today to participate in this unique opportunity! Call (202) 775-3483 or visit our website at [www.usatrade.gov](http://www.usatrade.gov) for more information including hotels, list of participating Senior Commercial Officers and up-to-date Agenda information.

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